

Dr. Irena Yashin-Shaw

INNOVATION

CREATIVITY

LEADERSHIP

**Speaker Kit
and
Services Guide**



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INNOVATION is the new normal.

CREATIVITY is the new core competency.

How do we LEAD in this new super-VUCA world?

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Who Is Dr. Irena Yashin-Shaw?

PhD MEd BA ATCL CSP FAIM

Founder and Director of **Innovation Edge**

Dr. Irena is a LIBERATOR. She is on a mission to liberate innovation, creativity and leadership within people and organisations. Innovation is unleashed when organisations are liberated from entrenched practices and out-dated processes. Creativity is unleashed when people are liberated from the mental shackles of default thinking and rigid mental models. Leadership is unleashed when individuals are liberated from constraints that stifle initiative and talent.

A highly experienced, qualified and respected corporate consultant, educator, mentor and professional speaker she knows what works and why when it comes to helping individuals and organisations grow and develop. She thrives on demystifying, enabling and facilitating innovation and creativity and is skilled at unlocking the enormous human potential that languishes within most organisations.

Dr. Irena has a rare combination of deep academic knowledge and real-world entrepreneurial experience. With a PhD in creative thinking and a Master's degree in Adult Education, she is well placed to help leaders develop effective approaches to innovation and creative leadership. The result? Increased productivity, new business models, creative thinking and innovative outcomes.

Recognising that innovation and creativity are key success factors of the Twenty-First Century workplace, Dr. Irena has developed a suite of programs designed to build innovation capacity in organisations and nurture creativity in teams and individuals. She has also developed a ground-breaking psychometric tool to help people to identify their creative thinking style preferences which can be used to enhance personal and team productivity.

A sought after speaker and educator, she delivers keynotes and programs in Australia and around the world. Her clients come from every sector - large corporations; government departments at all levels – local state and federal; higher education institutions; schools; and SMEs. Her expertise was recognized by the Commonwealth Department of Innovation, Industry, Science and Research who awarded her a series of major competitive grants to work nationally with Australian manufacturers and businesses helping them to become more globally competitive through innovation.

A committed lifelong learner, Dr. Irena practices what she preaches constantly updating her knowledge and skills. This means that organisations that work with her have the benefit of cutting edge information, intel and insights about leadership, innovation and creativity to place them on the leading edge of a fast changing world.

Dr. Irena is a *Certified Speaking Professional* which is the pinnacle of achievement in the global speaking industry and your guarantee that you will receive only the highest quality experience. There are fewer than 600 CSPs in the world who represent the top echelon of globally recognised speakers.

International Speaker and Educator



Jordan

India

China



Malaysia



Russia

Singapore

New Zealand





Keynote # 1

LEADERSHIP META-SKILLS FOR THE INNOVATION AGE

The Twenty First century innovation age requires a new style of leadership. It requires leaders who can harness the collective resources, talents and wisdom of people in the service of organisational innovation. What new skills do leaders now need in a super-VUCA world? Find out in this entertaining and interactive keynote.

This presentation unpacks the seven key skills that enables leaders to create high-performing, highly engaged teams fuelled by innovation and creativity.

Key 'Take-Aways' From This Presentation

- Why the new world of work requires a new style of leadership.
- What leaders need to do to avoid the perils of the innovation gap.
- The greatest risk facing organisations in a VUCA world and how to avoid it.
- How to create high performing teams excited about innovation.
- Balancing the need to think global but act local.
- The role of creativity, imagination, life-long learning, entrepreneurialism and big picture thinking in creating the workplace of the future.
- How to lead so as to unlock the vast reservoirs of potential that languish in most organisations.
- The role of life-long learning in the innovation age.



Keynote # 2

FROM WOW TO KAPOW: HOW TO TURBO-CHARGE YOUR CREATIVE THINKING!

How can we keep our thinking fresh and creative in the face of heavy workloads, time constraints and entrenched practices? How do we avoid the lure of established systems that we know work - in favour of new and innovative solutions that may fail? How do we creatively use our vast database of knowledge to solve complex workplace problems? Find out in this compelling keynote.

Creativity has emerged as the new core leadership competency but in most organisations there is a huge skills gap in this area. Discover some simple principles and tools that can close the gap and help to shift your thinking into high gear.

Key 'Take-Aways' From This Presentation

- Why creativity has become the new core leadership competency.
- Simple tools for kick starting and firing up your creative thinking.
- Escaping the shackles of 'business as usual' thinking to see and solve problems differently.
- Understand the creative process.
- How to take a whole brain approach to complex problem-solving and effective decision making.
- Confidence in your creative abilities and how to further develop and celebrate your essential creativity.



Keynote # 3

UNDERSTANDING DIFFERENT CREATIVE THINKING STYLES: KEY TO UNLOCKING INNOVATION AND PRODUCTIVITY

Understanding our creative thinking preferences is an essential first step to enhancing innovative outcomes, productive work relationships and team effectiveness.

Because different creative thinking styles have different approaches to problem solving and decision making, these differences among people can sometimes be the source of conflict if not understood. Such conflicts can lead to reduced productivity and less than excellent outcomes on projects requiring creative thinking. Understanding these differences and how they complement each other, can significantly improve a team's productivity and innovation capability.

In this entertaining and informative keynote Dr. Irena shares her original and ground-breaking method for understanding different approaches to creative thinking, problem-solving and decision-making. Use this valuable knowledge to make you team more innovative and productive.

Key 'Take-Aways' From This Presentation

- Understand the four different creative thinking styles and their characteristics.
- How to identify your style and those of your team members.
- Essential insights for leaders in how to lead different thinking styles
- What drives thinking and behaviour within each creative thinking style and how to leverage that.
- How to use this insight to develop both individual and team aptitude for creative thinking.



Keynote # 4

CREATING THE INNOVATIVE ORGANISATION

Organisations that are thriving in the Innovation Age make innovation a priority, approach it systematically and engage people from across the business. This requires an integrated approach to innovation.

In this powerful keynote Dr. Irena shares her *Integrated Innovation Model* that equips people with the framework and insights to liberate, coordinate and disseminate innovation throughout the organisation. Discover how to leverage innovative thinking with a culture of innovation flowing through open channels of communication to create an agile, future focussed business.

Key 'Take-Aways' From This Presentation

- How to transition from ad hoc to purposeful innovation.
- The essential elements that create a culture of innovation.
- How to engage people across the organisation in the innovation imperative.
- How to get people thinking like innovators rather than bureaucrats.
- How to open the channels along which innovation can flow
- How to avoid the #1 killer of innovation in organisations.



Keynote # 5

INNOVATING TO COMPETE IN A GLOBAL ECONOMY

Businesses today are needing to rethink their business models in the current age of innovation. The key drivers for business success are innovation and creativity! Businesses are realising that traditional models are no longer delivering the same returns and that 'business as usual' is the undisputed path to irrelevance. In this informative keynote find out how your business can be a successful global player in the new 21st Century landscape of the Innovation Age.

Key 'Take-Aways' From This Presentation

- Understand the new forces and drivers shaping 21st Century innovation.
- How to compete in global markets with a better business model.
- What are the different kinds of innovation and which is best for your business.
- How to drive innovation through the co-creation of products and services with customers and clients.
- How your business can find and exploit the opportunities in the new global landscape.
- The two richest sources of innovation in your business and how to tap into them.

What Clients Are Saying About Dr. Irena's Keynotes

With her powerful and highly effective delivery style Dr. Irena was the ideal person to create the right tone for our conference themed Unleashing Potential. She captivated delegates with her presence by inviting audience engagement in the highly participative and interactive learning journey. Dr. Irena provided insight to the delegates on a range of practical tools and techniques on innovative thinking, and equipped our leaders with the skills that enable them to create more innovative, high performing workplaces. I would highly recommend Dr. Irena to any organisation that is seeking to unleash the hidden potential of their employees by allowing them to explore creativity that feeds innovation, and improves organisational performance.

Alister Cullen.

*Executive Director,
RoadTek Department of Transport and Main Roads.*

Dr. Irena Yashin-Shaw presented a keynote entitled Shaping The Future Through Creativity And Innovation to over 300 delegates at the Interdepartmental Accounting Group conference in November 2015. Dr. Irena challenged us to be innovative and creative in our business areas, through the use of simple tools which she has developed. Her presentation was one of the highlights of the conference, and was practical, informative and empowering - prompting us to think about new ways of solving old problems through creativity. We received very positive feedback from our delegates and loved Dr. Irena's interactive approach to her presentation. Dr. Irena was a fun, energetic and engaging presenter who added great value for everyone attending the conference.

Liz Wells.

President, IAG INC.

Thank you so much Irena for your keynote presentation at the Business Innovation and Improvement in Government Network Conference. Your keynote "Thinking Strategically in a World of Change" was extremely well received by our audience with people returning comments of "stimulating and informative" and "awe inspiring" and "vibrant and lovely" in the post event feedback. Similarly, your workshop on "Thinking Leadership" hit the mark with comments like "I learned many new and valuable skills" and "very interactive and fast paced". It was a pleasure to deal with you from beginning to end of the very lengthy process that it has taken to get an event like this off the ground.

Rebecca Hannan.

*Manager,
Business Innovation and Improvement
in Government Network, Qld Government.*

I have had the pleasure of hearing Dr. Irena keynote at conferences on two occasions and both times she has impressed me with her breadth of knowledge on applying the concepts of Innovation to both business and education. Her innovative keynote, inspired and transformed the delegates - the feedback was outstanding. As a passionate innovator and educator, she is focused on bringing her unique perspective to every encounter.

L. Gregorc.

Manager, VET Development Centre.

Dr. Irena's keynote provided a fresh, new and engaging perspective on the importance and benefits of innovation in the workplace. She set the scene throughout her presentation with logical processes and tips to not only get people to recognise the value of innovation and the barriers that prevent it, but also how to put in place systems and processes to unleash its immense potential for both government and commercial organisations alike. Her content is cutting edge and enlightening.

C. Smyth.

Health Quality and Complaints Commission.



Workshop # 1

LEADING FOR INNOVATION: CREATING A CULTURE IN WHICH INNOVATION CAN THRIVE.

(1 or 2 day workshop)

Without innovative leadership in an organisation, other initiatives will not help it succeed. Learn the art and science of leading for innovation. Draw out the inherent talents and resources of your team by encouraging new ideas and challenging unproductive, entrenched mindsets. Capitalise on the unique wisdom and experiences of your people. Create a culture in which innovation can thrive and flourish. Open the channels of communication along which innovation can flow.

In this workshop discover how to use Dr. Irena's *Integrated Innovation Model* with its associated tools to liberate the kind of innovative thinking and behaviours that transform a workplace.

Key 'Take-Aways' From This workshop

- Practical steps for engaging people in innovation.
- Practice in using the tools that will unleash innovation in your organisation.
- Nurturing the innovation mindset.
- Why and how to move people from extrinsic to intrinsic motivation for innovation.
- Insight into the creative process.
- How to become an expert creative thinker.
- The 12 elements that create a culture of innovation and how to embed them in your workplace.
- How to open the channels of communication along which innovation can flow.
- Identifying and dealing with innovation barriers.
- The leadership practices that liberate innovation.
- Comprehensive workbook.



Workshop # 2

BEYOND BOUNDARIES: CREATIVITY FOR REAL-WORLD SUCCESS

(1 or 2 day workshop)

Creativity is the new core leadership skill. By 2020 creativity will be number three on the list of top 10 workplace skills. However research shows that most organisations have a skills gap in this area. Fortunately creativity can be learnt and nurtured. We are all capable of creativity!

In this workshop discover how to access, apply and leverage your vast store of knowledge, understanding and wisdom to produce creative outcomes. Creativity is NOT the exclusive domain of the lone genius creating the next breakthrough idea. It is an everyday skill that can be developed and harnessed. It is the simple act of thinking about things in new ways to come up with fresh ideas that depart from established practices to add value.

Dr. Irena teaches a simple but powerful methodology for understanding, developing and utilising your creativity. Based on her ground breaking research into creative problem-solving she shares her Meta-Tool called **StrateGEE®**. Using **StrateGEE®** you will be able to generate, explore and implement your creative ideas more effectively. You will also discover your creative thinking style preference, how that influences your decision making and how you can use this knowledge to produce richer, more innovative solutions.

Key 'Take-Aways' From This workshop

- A clear plan for individual creative development.
- A deep understanding of how you approach the creative problem solving process.
- Practice in working with others in creative endeavours.
- The four different kinds of thinking that collectively produce creative outcomes.
- What we can do on a daily basis to avoid default thinking.



Workshop # 3

CREATIVE COLLABORATION: LEVERAGING POTENTIAL FOR PROFIT

(Half day or 1 day workshop)

Collaboration is at the heart of the innovative workplace. Unlock the enormous value for your organisation brought through collaboration and proactive knowledge sharing. Learn how to serve clients better, integrate service delivery and achieve more effective outcomes by opening the channels of communication internally and externally.

Key 'Take-Aways' From This workshop

- Simple processes for opening the channels of communication that lead to productive collaboration.
- How to use collaboration to promote shared leadership.
- How to use collaboration to leverage your organisation's resources and talents.
- The power of collaborative conversations.
- How to become an expert collaborator.
- Steps in how to work effectively with others to solve problems collaboratively.
- A collaboration process model for tapping into and developing creative problem-solving skills for innovative results.
- Eliminating the barriers to collaboration.
- Using team diversity as a collaboration strength.



Workshop # 4

FEEDING INNOVATION WITH SOLUTION-CENTRED TEAMS

(Half day or 3/4 day workshop)

This workshop develops creative teams who can celebrate their diversity and capitalise on their mix of creative thinking styles. In a world where creativity has become a core skill it is imperative that people understand their own approaches to creative thinking and how to work with people who have different styles.

Key 'Take-Aways' From This workshop

- Questionnaire that identifies each person's creative thinking style with accompanying individualised graph.
- Report and reference guide that explains each style.
- Understanding what drives decision-making and behaviour when solving problems for creative and innovative outcomes.
- How to harness the creative talent that resides within the team in the service of innovation.
- Clear plan for developing and extending individual and team creativity.
- Identification of skill clusters as well as gaps within team profiles and how to manage the profile.
- How to use this knowledge and insight to inform PDPs, Performance Appraisals and project team constituency.



Workshop # 5

PRESENTING COMPLEX CONTENT CLEARLY AND CREATIVELY

(1 or 2 day workshop)

In an age of information overload how do you achieve 'cut through' for your important ideas? Today's leaders often have to communicate complex information to diverse groups who are time poor. How then can leaders engage people with their content so that they not only 'get it' but 'want it'?

In this highly acclaimed workshop, discover how to make potentially 'Dry' information interesting and absorbing using innovative preparation and delivery techniques. Be praised and admired next time you give a presentation. Win acclaim when you share your information with clarity and creativity.

Key 'Take-Aways' From This workshop

- How to design content for maximum impact, understanding and retention.
- How to ensure relevance and rapport by preparing strategically with your audience in mind.
- A personalised development plan.
- Influence others through the use of creative and clever metaphors, case studies and stories.
- Confidence in presenting professionally and persuasively.
- The art of visual story-telling.
- Comprehensive workbook.

And a BOOTCAMP too!

**THE FUEL YOU NEED TO TURBOCHARGE YOUR
INNOVATION EFFORTS AND OUTCOMES!**



If you are a leader who wants to liberate the power of innovation in your organisation then this hands-on, experiential, extended, masterclass is your answer. Over the three days this is what will happen.

- Learn how to use innovation frameworks to find and exploit the untapped innovation opportunities in your organisation.
- Customise the innovation tools in the toolkit for your on-going use.
- Practise a variety of problem-solving methodologies to address real and authentic challenges.
- Create an action plan for on-going innovation momentum in your organisation.

**Note: To maximise outcomes this program requires pre and post work.*

What Clients Are Saying About Dr. Irena's Workshops

Irena is a very professional and engaging speaker and workshop presenter, who brings true value and deep knowledge into her presentations. Irena has a warmth and friendliness that radiates out, such that when a group of strangers in a workshop come together they feel comfortable to interact and participate. This is a rare quality in a presenter. Irena clearly has a passion for bringing innovation and creativity into businesses. She has good analytical skills to assess company positioning and the areas requiring improvement.

S. Tannock.
*Chief Engineer,
University of Queensland.*

Dr. Irena has a presentation style that is engaging and thought provoking. I really enjoyed her ability to articulate the science behind what can be a somewhat ambiguous topic – how to innovate successfully to achieve tangible results.

S. Cristy.
*Manager,
TransLink Division.
Department of Transport and Main Roads.*

The content of Dr. Irena's workshop was exactly what I needed. In our department, Innovation, has been a hot topic for a while and I found this workshop has really helped me to move some of my thinking about innovation into action. It has demystified innovation and given good ideas about how to create an innovative work place and build an innovative culture in my organisation. I will be recommending this to my colleagues. This was one of the most engaging workshops I have ever attended. The presentation style was varied and stimulating, to match the content.

T. O'Connor.
*Regional Director,
Department of Communities. North Queensland Region*

Dr. Irena Yashin-Shaw is one of the best in this space. She succinctly captures innovation and makes it "real" to leaders. From small "improvement" ideas to big ticket items, Dr. Yashin-Shaw takes participants through a range of tools, methodologies and concepts which are readily transferable into the workplace. The style of her workshop allows for cross-pollination of ideas and experiences which are shared in a constructive and honest manner.

K. Tully.
*Director,
Business Development & Innovation. SmartService QLD.*

Dr. Irena is a great and wonderful teacher who filled our course with laughter and happiness as well as useful information.

Nancy Afram.
*Communications Manager,
King Abdullah II Centre for Excellence, Amman Jordan.*

Dr. Irena's Creative Thinking Workshop not only brought out my own creativity but generated new ways of thinking about the challenges that I face in my life and work. Thank you!

Dr. Jacinta D'Souza.
*Principal,
School of Social Work Mangalore (India)*

Irena is a true professional and she brings a freshness and enthusiasm to the workshops she runs. She confidently handles groups of senior executives with ease and has them in awe with the unique way she approaches her topics. She gets people out of their comfort zone in a way which is non-threatening. All attendees agree her workshops are fantastic and they recommend them to colleagues and friends.

John Gleeson.
*Director,
Acorn Training and Consulting Canberra.*

Extended Programs and Consulting

Email admin@innovationedge.com.au to request your brochure.



Organisational transformation with Dr. Irena. This is an extended program that takes an integrated approach to organisational innovation by addressing both strategic and operational issues. Dr. Irena takes your organisation through her unique 5D innovation methodology which makes it easy to step through the innovation lifecycle. The components of the program are Diagnose. Design. Deliver. Develop. Diffuse.

The outcome is an embedded, sustainable culture of innovation.



No organisation will be innovative without innovative leaders to drive positive change, continuous improvement and organisational adaptability. Dr. Irena works intensively with small groups of leaders upskilling them to be innovation champions and catalysts. The Innovative Leader's Mentoring Program inspires and instils in managers and leaders new ways of thinking and behaving that will promote creativity and innovation on three levels – individual, team and organisation. If you are ready to rejuvenate and re-energise the culture of your organisation, start with this two month program for your leaders.



StrateGEE® Creative Thinking Style Preferences Tool is a research based psychometric tool which forms the foundation of a corporate creativity program to help people identify and unleash their creative thinking abilities. Based on her ground-breaking doctoral research, it has been developed by Dr. Irena to help address the creativity skills gap in organisations and help teams to solve problems creatively and collaboratively.

What Clients Are Saying About Dr. Irena's Programs

Dr. Irena Yashin-Shaw has extensive knowledge and understanding of innovation and how to create an environment within an organisation for innovation to thrive. There were immediate benefits for our organisation from Dr. Irena's work with us. The benefits included enhanced communication and relationships across the organisation with much greater willingness of staff to contribute ideas and participate in making innovation happen; thinking differently about the challenges facing the QCT; increased confidence of staff in calculated risk taking and an increased capacity of staff to use different tools and process to develop options for innovative solutions. Processes were put in place to ensure the longevity of the program and that the innovation momentum is sustained. The leaders enjoyed Dr. Yashin-Shaw's warm personality and her willingness to ensure their needs were met.

John Ryan.

Director. Queensland College of Teachers

Leading in a complex and constantly changing environment brings exciting, ongoing challenges. The Innovative Leader Mentoring Program has provided very contemporary insights and skills to enable me to see where innovation is critical in this new world, and how we can be responsive and adaptable. The program has opened a creative thinking process which has flicked a switch on how I see, and use, innovation. Prior to the program I didn't really know how to use the creativity we all have, to engage in a different way with our teams, and help energise us towards clever and smart workforces. I can highly recommend Irena's program, she is certainly dynamic and very tuned into the needs of the individuals in our program, I found there were many times where the light bulb came on. Our webinars and face-to-face sessions pushed us to think critically about where we were personally and where our teams are at. It was also a great networking opportunity with other leaders. Thank you Irena!

L. Smith.

Director. Department of Health.

The **StrateGEE**® Creative Thinking Style Preferences Tool was an excellent individual and team based assessment model. It was quick to implement, easy to understand and has provided significant insight for my team, not only as individuals, but also in identifying team gaps and areas for development. In only one hour I knew individual and our team's creative thinking preferences. Within two hours the team was looking at strategies to develop into areas they are less comfortable in. These developments were incorporated into their individual performance appraisals and will be recalled when forming project teams.

C. Jackson.

Deputy Director. Institute of Social Science Research. University of Queensland

The Custom Job

Every audience, every workplace has unique requirements. So *ALL* our work is customised for every client. However if you need something that is custom built and tailored specifically for your context then, provided it is within my expertise, I will be happy to create something purpose built for your brief.

I am a knowledge designer and problem-solver and I relish the opportunity to constantly create and synthesise new ideas, packaged in new ways for breakthrough outcomes.

THE STEPS TO MAKING THIS HAPPEN ARE AS FOLLOWS



01 The Brief

I'll take a detailed brief from you and the members of your team. We achieve clarity about:

- Your expected outcomes
- What problem we are solving
- The parameters we are working in.

02 The Collaboration

I'll do my research and thinking and design a preliminary solution. We collaborate to:

- Fine-tune the solution
- Incorporate new insights
- Ensure the work will deliver the desired results.

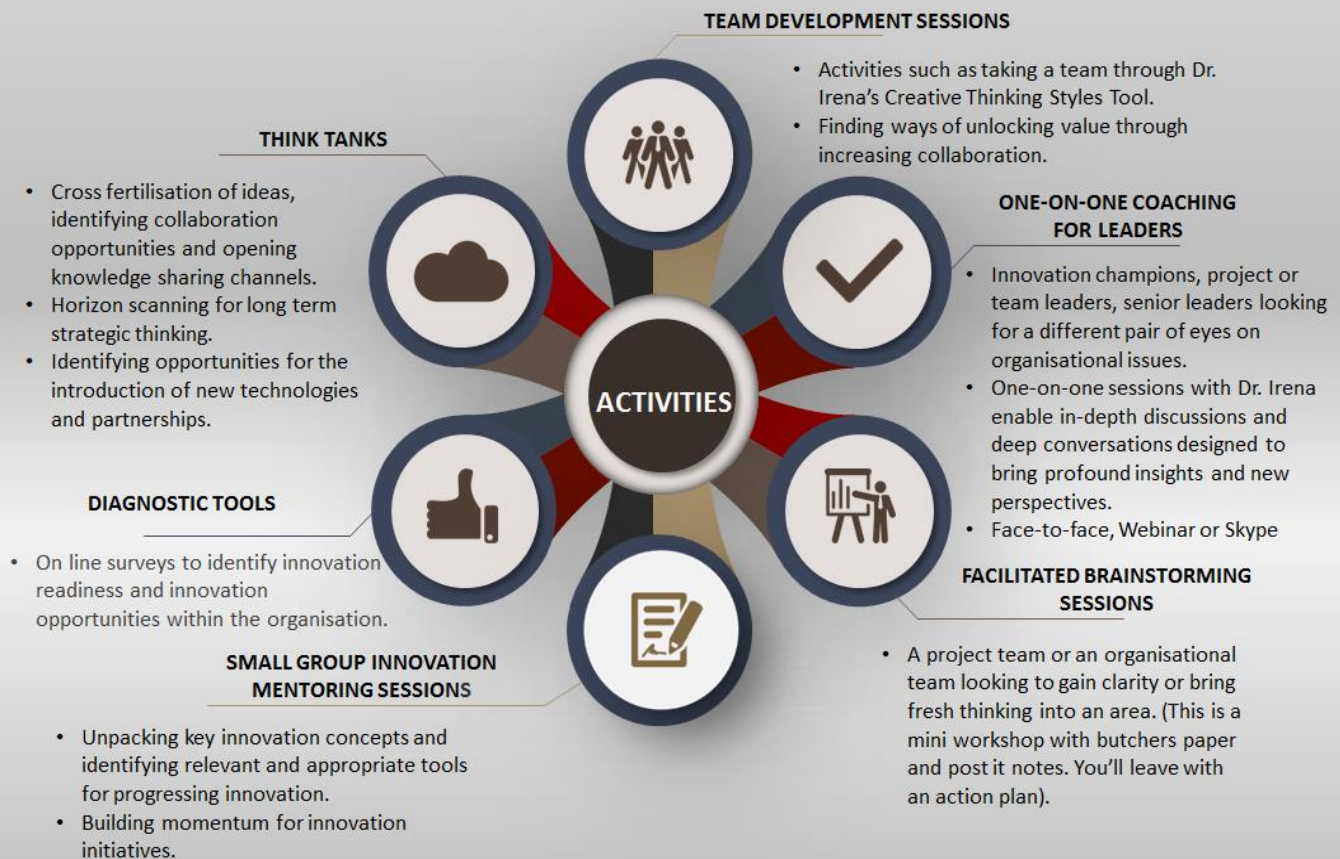
03 The Adaptation

We monitor, revise and recalibrate during delivery using a flexible design thinking approach.

"Irena demonstrated an *exceptional ability* to understand our needs and translate them into a fun, engaging and thought provoking event that kept everyone's attention for the whole day." *Paul Hodgson. State Director Enterprise Connect, Department of Innovation Industry Science and Research.*

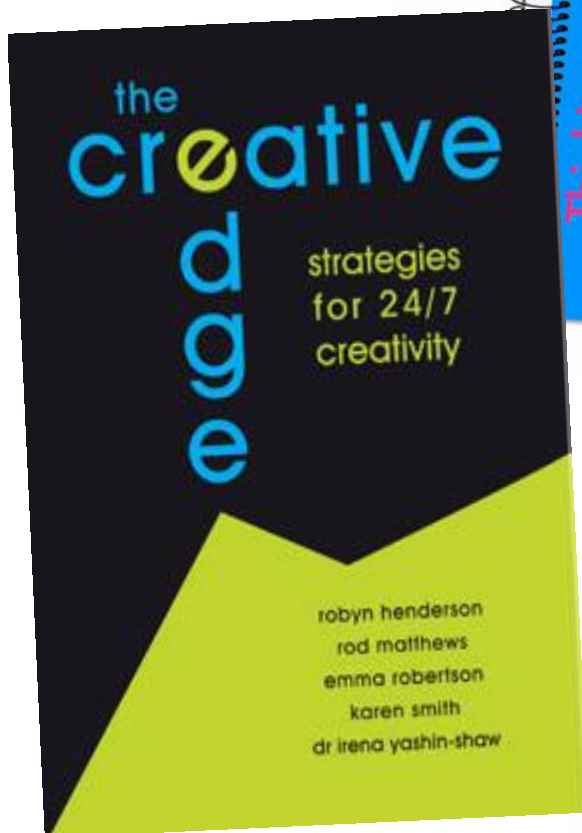
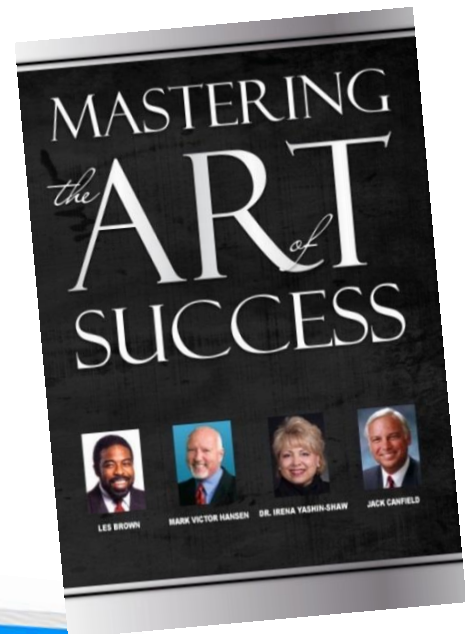
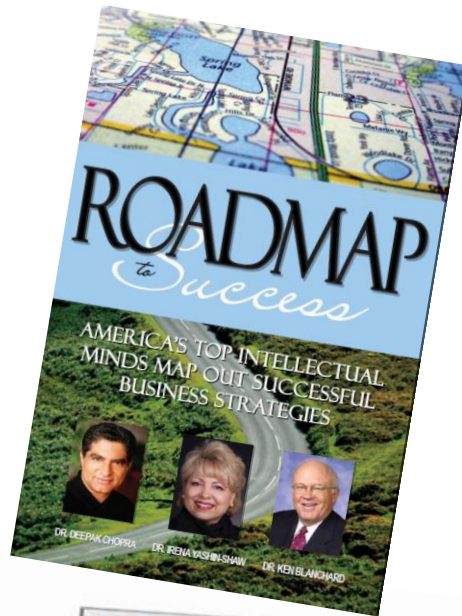
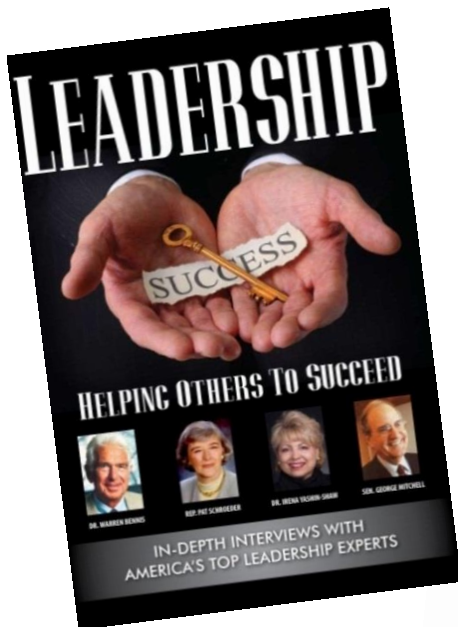
Other ways of working with Dr Irena

Dr. Irena's body of expertise and thought leadership in innovation, creativity and leadership can be applied to a wide diversity of activities and formats. Use this menu as a guide.



Let us know what you need.

Books and Resources



Dr. Irena's Clients



See Dr. Irena in Action

<https://www.youtube.com/watch?v=7l8giQrDvQk>



Top 5 reasons to **HIRE DR. IRENA** for your next **CONFERENCE or** **IN-HOUSE** event.

1

Dr. Irena is totally committed to making your event a knock-out success and will do whatever it takes to ensure you achieve the outcomes you seek.

2

Dr. Irena tailors her presentations to your needs. Every event and every audience is different. She will work with you before, during and after your event to ensure that you and your delegates are completely happy.

3

Dr. Irena is a Certified Speaking Professional. This is a globally recognised speaking accreditation conferred on fewer than 600 speakers world-wide. It is your guarantee that you are hiring a total professional who will provide only the highest quality service.

4

Dr. Irena is super easy to work with! She keeps things simple at every step of the way.

5

Dr. Irena's breadth and depth of experience means that her presentations are informative as well as entertaining, in-depth as well as interactive. Your delegates will leave inspired but also equipped to take action.

Contact Us

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